

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (currently amended) A system for incorporating ad information into e-mails, comprising:

at an e-mail site including an e-mail server for saving an e-mail transmitted from a sending terminal and transmitting the e-mail to a receiving terminal based on a transmission request made by the receiving terminal;

an area information detector for detecting whether an e-mail transmitted from the sending terminal contains area information or not;

a position information database that stores position information indicating the display range of area information displayed in the e-mail;

an ad information database where ad information containing ad data and position data of ~~the~~ an ad provider is stored; and

an ad information inserting section for:
retrieving position information on the area information from said position information database when it is detected that the e-mail contains area information ~~by said area information detector,~~

retrieving, from said ad information database, ad information positioned in the display range of the area information indicated by the retrieved position information, ~~from said ad information database~~ based on the position data of ad information, and inserting ad data contained in the retrieved ad information into the e-mail.

2. (original) The system for incorporating ad information into e-mails according to claim 1, wherein said area information is display of a map, traffic facilities and/or an address.

3. (original) The system for incorporating ad information into e-mails according to claim 1, wherein position information stored in the position information database specifies the display range of area information by latitude and longitude.

4. (original) The system for incorporating ad information into e-mails according to claim 1, wherein ad data contained in the ad information stored in said ad information database is banner ad information.

5. (original) The system for incorporating ad information into e-mails according to claim 1, wherein position data contained in the ad information stored in said ad information database specifies the position of an ad provider by latitude and longitude.

6. (currently amended) The system for incorporating ad information into e-mails according to claim 1, further comprising a display format detector for detecting ~~the~~an area information display format of an e-mail at a receiving terminal as ~~the~~a source of an e-mail transmission request when an e-mail transmission request is made by the receiving terminal or when the e-mail is transmitted to a destination e-mail server; and

a display format converter for converting the display format of the area information in the e-mail to be transmitted to the receiving terminal to the display format of the receiving terminal when it is detected that the display format of the receiving terminal differs from the display format of the area information in the e-mail transmitted from the sending terminal.

7. (currently amended) A method for incorporating ad information into e-mails at an e-mail site including an e-mail server for saving an e-mail transmitted from a sending terminal and transmitting the e-mail to a receiving terminal based on a transmission request made by the receiving terminal, said method comprising the steps of:

detecting whether an e-mail transmitted from the sending terminal contains area information ~~or not~~;

retrieving position information corresponding to the area information contained in the e-mail from ~~the~~a position information database that stores position information indicating ~~the~~a display range of area information when it is detected that area information is contained in the e-mail;

retrieving ad information positioned in the display range of said area information from ~~the~~ an ad information database, where ad information containing ad data and position data of ~~the~~ an ad provider is stored, the retrieved ad information being based on the position data and the position information of said retrieved area information; and

inserting ad data contained in the retrieved ad information into the e-mail.

8. (original) The method for incorporating ad information into e-mails according to claim 7, further comprising the step of specifying the display range of area information by latitude and longitude.

9. (original) The method for incorporating ad information into e-mails according to claim 7, further comprising the step of specifying the position of the ad provider of said ad data by latitude and longitude.

10. (original) The method for incorporating ad information into e-mails according to claim 7, further comprising the step of inserting said ad data into an e-mail transmitted from a sending terminal before saving the e-mail or before transmitting the e-mail to a destination e-mail server.

11. (currently amended) The method for incorporating ad information into e-mails according to claim 7, further comprising the steps of:

detecting ~~the~~an area information display format of an e-mail at a receiving terminal as ~~the~~a source of an e-mail transmission request when ~~n-e-mail~~an e-mail transmission request is made by the receiving terminal or when the e-mail is transmitted to a destination e-mail server; and

converting the display format of the area information in the e-mail to be transmitted to the receiving terminal to the display format of the receiving terminal when it is detected that the display format of the receiving terminal differs from the display format of the area information in the e-mail transmitted from the sending terminal.

12. (new): The system for incorporating ad information into e-mails according to claim 1, wherein the area information corresponds to an area of the receiving terminal.

13. (new) The method for incorporating ad information into e-mails according to claim 7, wherein the area information corresponds to an area of the receiving terminal.